MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/2018 SESSION

DEN5048 – EFFECTIVE COMMUNICATION SKILLS

(All groups)

9 MARCH 2018
3.00 p.m. – 5.00 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of 5 pages with 2 sections only.
2. Answer **ALL** questions.
3. Write all your answers in the answer booklet.

SECTION A [35 MARKS]

Task 1: Multiple-Choice Questions (5 marks)
Instructions: Read each question and choose the BEST answer.

1. These are examples of oral communication EXCEPT_____.

   A. a baby cries softly and then loudly
   B. a football fan shouts bad words towards the goalie
   C. a fashion model walks on the runway and the audience applauds
   D. a restaurant worker greets a customer as he walks in and they both smile

2. Sandy is texting her friend Ken about her job interview that she is attending soon. She tells him about her anxiety and worries hoping that he will assure and calm her down. Instead, Ken replies to Sandy's long texts with "K, txt u l8er." The communication above is _____.

   A. successful because Ken gives his feedback to Sandy
   B. successful because there is a complete cycle of communication
   C. unsuccessful because Sandy does not understand Ken's text lingo
   D. unsuccessful because Ken does not show his empathy towards Sandy's situation

3. Arjuna, a sales executive, is meeting a potential customer, and he suggests to meet at Starbucks so that he can do a presentation over coffee and cakes. At the same time, he also knows that the ambience is comfortable, calming and homely. What non-verbal communication is Arjuna establishing here?

   A. Artifacts
   B. Proxemics
   C. Physical appearance
   D. Environmental factors

4. It is important to develop your self-esteem. People with high self-esteem could

   I. be responsible for their actions.
   II. recognise the value of relationships.
   III. treat others with respect, non-judgmental attitude, and fairness.
   IV. not accept themselves, despite their shortcomings, mistakes and disabilities.

   A. I, II & III
   B. I, II & IV
   C. II, III & IV
   D. All of the above

5. A curriculum vitae or CV is used for job application and must be _____.

   A. vague but looks vogue
   B. jumbled up, crowded and colourful
   C. selling your achievements and skills
   D. full of interesting but irrelevant information

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Task 2: Fill in the Blanks (15 marks)
Instructions: Read each question and choose the BEST answer from the options given below.

resolution	complimentary close	ego	distributive	artifacts
vicarious	emotional arousal	adjourned	tone	infer
haptics	channel	integrative	feedback	physiological
pitch	pause	oral message	proxemics	visual aid

6. To _____ means that the receiver has to decode if there is more to what they read or see. It is a process where the receiver is trying to understand the message.

7. Ally has just finished presenting a new concept to his bosses. They give him a blank stare, some of them pull their brows together, and others just shrug their shoulders. There is a total silence in the room. The audience is giving him negative _____.

8. Ezra is feeling dizzy because of skipping breakfast this morning. His stomach is growling, and he cannot seem to understand the lesson clearly. He is suffering from _____ noise.

9. A lot of staff feel sad and frustrated after the promotion results are announced. One of them is Amy. She looks extremely sad, disturbed and as if she has a lot to say but cannot express it well. When Zalina sees how Amy behaves, she immediately goes to Amy and gives her a hug and pats her back softly. Zalina is using _____ to help ease Amy's burden.

10. The company requires all its staff to wear only white clothing to work as it symbolises purity, integrity, and goodness. It shows that the company focuses on _____ as a non-verbal communication with its clients.

11. At the new housing development launch, the chairs were arranged in a way that enabled the real-estate agent to have private discussions with potential buyers. This shows the use of _____.

12. Natalie is having trouble closing cases and has not been able to meet the sales target for several months. Her confidence in her skills is going down. Her superior asked her to observe and speak to Nelly who went through similar experience but is now one of the top performers. Her superior hopes that Natalie could be helped through _____ experience.

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13. A few minutes before the presentation, John feels that his heart is racing and his palms are getting sweaty, but he is conscious of what is happening to his body and knows that these are symptoms that his body is ready to gear into action. This way of increasing the confidence is called _____.

14. Jeremy tends to exaggerate his achievements, belittle his colleagues, and never admits when he is wrong. Many times, his incompetency has caused many problems for others. It seems like this is a case of an inflated _____.

15. After the chairman had covered every item in the meeting's agenda, the meeting was _____ to next month, and everyone is expected to present their progress report.

16. During the school holiday, Lindan went to Korea. When he came back and arrived at the airport, it took him a moment to choose whether he should call or text his father to pick him up. Ultimately, he decided to call his father instead of texting him because it is more direct and fast. This act is called choosing the right _____ of communication.

17. Two big corporations, Universal and Fox, are competing with each other. In order to lessen the competition, Universal plans to buy out Fox. Even though Fox is agreeable to the price offered, they want Universal to accept some of their terms before agreeing to sell. Upon discussion, Universal would only be willing to accept 80 per cent of the terms by Fox. Fox cooperates and signs the agreement, and this completes the takeover. This style of negotiation is called _____ negotiation.

18. Since the majority of the stakeholders have put up their hands in support of the motion during the annual general meeting, the _____ will take effect in the coming financial year.

19. When we are writing or speaking, our _____ will reflect who we are and will determine how the other person will accept the message.

20. The secretary made a mistake by adding a _____ in a memorandum that was sent out to all the staff pertaining to the staff working hours.

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Task 3: Case Study (15 marks)
Instructions: Read the following scenario and answer all questions.

Jeni has recently graduated and is looking for a job. She has found a job advertisement by chance in a two-week's old newspaper. Unfortunately, the advertisement is dirty and torn slightly, thus she could not see the application deadline. She decides to call the company to inquire about it. Ms Olin, the Human Resource officer answers the call.

Olin : Hello, to whom do you want to speak?

Jeni : (sounds nervous) Oh hello…I'm sorry, I'm not sure, really I'm not, but is there someone whom I can ask about the advertisement?

Olin : Oh this is not the marketing department. I'm afraid you have got the wrong line. (a loud whirring sound suddenly appears from her behind)

Jeni : Uh no, not the marketing department. It is not marketing that I want to ask about…(voice trails off)

Olin : What? Again please? I can't hear you. There's someone vacuuming in the office right now.

Jeni : (louder voice but not assertive) I said, I don't want…uh, I want to ask about the job advertisement.

Olin : (the whirring sound suddenly stops) Ouch, you don't have to shout. So, which job advertisement is it?

Jeni : Please forgive me. I found a newspaper dated two weeks ago, but I could not see the application deadline for the job advertisement. It's dirty.

Olin : (sounds surprised) What?? The job is definitely not dirty. We are looking for a new assistant operations supervisor.

Jeni : (embarrassed, cheeks turn red) Yes, I'm sorry again. It's not a dirty job. I meant the newspaper was dirty. I wanted to know when the last day to apply is. I mean, the last day to submit my application letter and resume.

Olin : (sounds relieved) Oh I see…very well, then. You may send in the application by the end of the month. You may e-mail us your application if you are afraid the letter goes missing in the postal mail.

Jeni : Alright, thank you so much for your help. Bye.

Olin : Good bye.

Ms Olin waits for Jeni to hang up the phone first before she disengages.

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1. In the telephone conversation above, what are the three elements of an appropriate greeting that Ms Olin should have observed? (3 marks)

2. Jeni is apologetic and lacks confidence in the exchanges with Ms Olin. Extract two examples from the conversation to show that she lacks confidence. (2 marks)

3. What kinds of communication noises are Jeni and Ms Olin experiencing? Provide evidence for each one from the excerpt above. (3 marks)

4. In the process of communication, feedback is important. Identify a positive feedback from the scenario above. (1 mark)

5. In the conversation, Ms Olin suggested to Jeni to submit her application via e-mail. What are the advantages of an email over the postal mail? (4 marks)

6. The scenario above shows that the communication is in a cycle. Draw the cycle of communication diagram. (2 marks)

SECTION B [15 MARKS]

Instructions: Read the situation below and complete the given task.

SITUATION:
Your company has recently experienced some security issues. Some valuable items have been stolen, some parts of the building have been vandalised, and some unauthorised people have been seen roaming on the business premise. You are tightening the security of your company with two new measures in order to ensure a safer working environment for all workers.

TASK:
Write a memorandum in about 150-200 words to inform all staff of the two security measures and the two reasons for taking those measures. You need to include other necessary details.

End of Paper